



Early Journal Content on JSTOR, Free to Anyone in the World

This article is one of nearly 500,000 scholarly works digitized and made freely available to everyone in the world by JSTOR.

Known as the Early Journal Content, this set of works include research articles, news, letters, and other writings published in more than 200 of the oldest leading academic journals. The works date from the mid-seventeenth to the early twentieth centuries.

We encourage people to read and share the Early Journal Content openly and to tell others that this resource exists. People may post this content online or redistribute in any way for non-commercial purposes.

Read more about Early Journal Content at <http://about.jstor.org/participate-jstor/individuals/early-journal-content>.

JSTOR is a digital library of academic journals, books, and primary source objects. JSTOR helps people discover, use, and build upon a wide range of content through a powerful research and teaching platform, and preserves this content for future generations. JSTOR is part of ITHAKA, a not-for-profit organization that also includes Ithaka S+R and Portico. For more information about JSTOR, please contact support@jstor.org.

NEW BOOKS

- BARRIOL, A. *Théorie et pratique des opérations financières*. Second edition. (Paris: Doin et Fils. 1914. Pp. vi, 415. 5 fr.)
- BAYS, A. W. *Cases on commercial law*. Division 1. *Contracts*. (Chicago: Callaghan. 1914. Pp. 262.)
- BELDING, A. G. *Accounts and accounting practice*. (New York: American Bk. Co. 1915. Pp. 224. 90c.)
- BROOKMAN, T. A. *Family expense account; including problems of investment and expenditure*. (New York: Heath. 1914. Pp. 104. 60c.)
- DAVIES, J. P. *Engineering office systems and methods, together with schedules and instructions for the collection of preliminary data for engineering projects*. (New York: McGraw-Hill Bk. Co. 1915. Pp. xvi, 544, illus. \$5.)
- DAVIS, A. E. *How to find costs in printing*. (New York: Oswald Pub. Co. 1914. Pp. 120. \$1.50.)
- DUDLEY, G. O. *Corporation accounting, including exercises in special accounting problems of the large corporation*. (Saginaw, Mich.: F. H. Bliss Pub. Co. 1914. Pp. 86, illus. \$1.)
- DURELL, F. *Fundamental sources of efficiency*. (Philadelphia: Lippincott. 1914. Pp. 368. \$2.50.)
- EATON, J. and STEVENS, B. M. *Commercial work and training for girls*. (New York: Macmillan. 1915.)
- EVERS, C. C. *The commercial problem in buildings; a discussion of the economic and structural essentials of profitable building, and the basis for valuation of improved real estate*. (New York: Record & Guide Co. 1914. Pp. xii, 274. \$1.50.)
- FERGUSON, W. B. *Estimating the cost of work*. (New York: Engg. Mag. Bk. Dept. 1915. Pp. 97. \$1.)
- FOWLER, N. C. *How to sell*. (Chicago: McClurg. 1915. Pp. 317. \$1.)
- HESS, H. W. *Productive advertising*. (Philadelphia: Lippincott. 1915. \$2.)
- JONES, E. H. *Unit construction costs*. Republished by arrangement with the American Institute of Mining Engineers. (New York: McGraw-Hill. 1915. Pp. 1497-1649, illus. \$2.)
- LEWIS, E. ST.E. *Getting the most out of business; observations of the application of the scientific method to business practice*. (New York: Ronald Press. 1915. Pp. xx, 483. \$2.)
- LOCKWOOD, J. H. *The creation of wealth. Modern efficiency methods analyzed and applied*. (Cincinnati: Standard Pub. Co. 1915. Pp. 225. \$1.)

LYONS, J. A. *Lyons' commercial law; a text book for schools and colleges and a book of reference.* (Chicago: Lyons & Carnahan. 1914. Pp. 252. \$1.)

MACGREGOR, T. D. *Two thousand points for financial advertising.* Second edition, revised and enlarged. (New York: Bankers' Pub. Co. 1915. Pp. 170, illus. \$1.75.)

MCINTOSH, R. J. *Reference book of accounts for manufacturing and mercantile companies.* (Toledo, O.: R. J. McIntosh & Co. 1914. Pp. 299. \$3.50.)

MCWADE, F. L. *Selling by mail, the result of commercial evolution.* (Rochester: Frank L. McWade Co. 1915. Pp. 140. \$1.)

MAHIN, J. L. *Advertising: selling the consumer.* Published for the Associated Advertising Clubs of the World. (Garden City, N. Y.: Doubleday, Page. 1914. Pp. 260. \$2.)
To be reviewed.

PALMER, G. H. *Trades and professions.* (Boston: Houghton Mifflin. 1914. Pp. xii, 35. 35c.)

ROE, E. T. *The new standard American business guide.* New edition, enlarged. (Chicago: G. G. Sapp. 1915. Pp. 512, illus. \$2.)

SAMMONS, W. *Keeping up with rising costs.* (Chicago: A. W. Shaw Co. 1915. Pp. 192, illus. \$2.)

SCHWABE, W. A. and GUEDALLA, P. *The effect of war on stock exchange transactions.* (London: Wilson. 1915. Pp. 140. 3s. 6d.)

SHEAFFER, W. A. *Metropolitan system of bookkeeping, embracing theory and practice, for high schools.* (Chicago: Metropolitan Text Book Co. 1914. Pp. x, 210. \$1.25.)

STARCH, D. *Advertising; its principles, practice, and technique.* (Chicago: Scott, Foresman. 1914. Pp. 281. \$1.25.)

TAPPER, T. *How to build a fortune.* (New York: Platt & Peck. 1915. Pp. 230. \$1.)

TIMKEN, F. H. *Accounting in the furniture and woodworking industries, designed in combination with "General factory accounting."* (Chicago: Trade Periodical Co. 1915. Pp. v, 118. \$2.50.)

TIPPER H. and HOTCHKISS, G. B. *Advertising; a practical presentation of the principles underlying the planning of successful advertising campaigns and the preparation of advertising copy.* (New York: Alexander Hamilton Inst. 1914. Pp. xvi, 464, illus.)
To be reviewed.

TIPPER, H. *The new business.* Published for the Associated Advertising Clubs of the World. (Garden City, N. Y.: Doubleday, Page. 1914. Pp. 15, 391. \$2.)

WALTON, S. and KIMBALL, D. S. *Auditing and cost-finding.* (New York: Alexander Hamilton Inst. 1914. Pp. xvii, 480.)

A complication of the laws of various states on registration and transfer of municipal bonds. (New York: U. S. Mortgage & Trust Co. 1915. Pp. 41.)

Forms used in the accounting system: balance sheet; bureau of accounts, of revenue, of supplies, and of treasury. (Brandon, Manitoba: Dept. Pub. Finan. 1914.)

Forms used in the accounting system of the Memphis board of education. (Memphis, Tenn. 1915.)

General factory accounting. (Chicago: Trade Periodical Co. 1915. Pp. 14, 171. \$3.)

How to manage an office. (Chicago: A. W. Shaw Co. 1914. Pp. 128, illus.)

Investing under expert direction. (Canton, O.: Geiger-Jones Co. 1914. Pp. 68.)

List of securities held by insurance companies with valuation for use in annual statements to state departments for the year ending December 31, 1914. (Albany, N. Y.: Frank Hasbrouck. 1915. Pp. 852.)

Pitman's dictionary of commercial correspondence in English, French, German, Spanish, and Italian. New edition, revised. (New York: Pitman. 1914. Pp. 502. \$2.)

Report of the first merchandising investigation conducted by the educational research committee of the Associated Advertising Clubs of the World. (Minneapolis: Associated Advertising Clubs of the World. 1915.)

Success in retailing, the variety business; a handbook for earnest beginners in merchandising. (New York: Butler Bros. 1914. Pp. 221, illus.)

Uniform system of accounts for gas companies. (New York: Am. Gas Inst. 1915. \$5.)

Capital and Capitalistic Organization

ARNOLD, J. A. *Arnold's guide for New York business corporations.* (New York: Baker, Voorhis. 1914. Pp. xxx, 400. \$2.50.)

CLARKE, F. M. *Liability of stockholders for the debts of California corporations.* (San Francisco: The Recorder. 1914. Pp. 27. 50c.)

INSULL, S. *Some advantages of monopoly in connection with the manufacture and distribution of electric energy.* (Dayton, O.: United Brethren Pub. House. 1915. Pp. 61.)

JONES, E. *The anthracite coal combination in the United States.* (Cambridge: Harvard University Press. 1914. Pp. xiii, 261. \$1.50.)

To be reviewed.